

## ORDER



Wichita KS KSNW

**Orders**  
**Order / Rev:** A2478387  
**Alt Order #:** 26900536  
**Product Desc:**  
**Estimate:** 2962  
**Flight Dates:** 07/28/20 - 08/03/20  
**Original Date / Rev:** 04/10/20 / 04/10/20  
**Order Type:** REG

**Primary AE:** Katz Los Angeles  
**Sales Office:** K-LA  
**Sales Region:** Nat

**Agency**  
**Name:** Target Enterprises  
**Buying Contact:**  
**Billing Contact:**  
 15260 Ventura Boulevard  
 Sherman Oaks, CA 91403

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/Club for Growth PAC  
**Demographic:** A55+  
**Product Codes:** PL6  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** POL-ISS  
**Priority:** P4

**New Business Thru:**  
**Advertiser External ID:** IN16618  
**Agency External ID:** IN4746  
**Unit Code:** General  
**Order Separation:** 00:15:00

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/27/20	08/30/20	35	\$12,159.00	\$10,335.15

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2020	35	\$12,159.00	\$10,335.15	174.40
<b>Totals</b>	<b>35</b>	<b>\$12,159.00</b>	<b>\$10,335.15</b>	<b>174.40</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Los Angeles			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
Wichita KS KSNW	38%	\$12,159.00
Market	100%	\$31,997.37

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
ESNW	0%	\$0.00
KAAS	0%	\$0.00
KAKE	0%	\$0.00
KMTW	0%	\$0.00
KSAS	0%	\$0.00
KSCW	0%	\$0.00
KSNC	0%	\$0.00
KSNG	0%	\$0.00
KSNK	0%	\$0.00
KSNL	0%	\$0.00
KWCH	0%	\$0.00
KWCV	0%	\$0.00
UNKWN	62%	\$19,838.37

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	Multi	07/28/20	08/03/20		CM	4-430pm	MTWTF--	:30	4	\$180.00	P4	3.30	NM	5	\$900.00



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 Product Desc:  
 Estimate: 2962

Wichita KS KSNW

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 4-430p															
Channels : KSNK,KSNG,KSNN,KSNN															
M-F 4-430p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/27/20	08/02/20	- TWTF--					4	\$180.00		3.30			
Week:		08/03/20	08/09/20	M-----					1	\$180.00		3.30			
N 2	Multi	07/28/20	08/03/20	M-F 430-5p	CM	430-5pm	MTWTF--	:30	4	\$252.00	P4	4.60	NM	5	\$1,260.00
Channels : KSNK,KSNG,KSNN,KSNN															
M-F 430-5p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/27/20	08/02/20	- TWTF--					4	\$252.00		4.60			
Week:		08/03/20	08/09/20	M-----					1	\$252.00		4.60			
N 3	Multi	07/28/20	08/03/20	KSN News at Five	CM	5-530pm	MTWTF--	:30	4	\$315.00	P4	5.10	NM	5	\$1,575.00
Channels : KSNK,KSNG,KSNN,KSNN															
KSN News at Five															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/27/20	08/02/20	- TWTF--					4	\$315.00		5.10			
Week:		08/03/20	08/09/20	M-----					1	\$315.00		5.10			
N 4	Multi	07/28/20	08/03/20	KSN News at Six	CM	6-630p	MTWTF--	:30	4	\$405.00	P4	6.00	NM	5	\$2,025.00
Channels : KSNK,KSNG,KSNN,KSNN															
KSN News at Six															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/27/20	08/02/20	- TWTF--					4	\$405.00		6.00			
Week:		08/03/20	08/09/20	M-----					1	\$405.00		6.00			
N 5	Multi	07/28/20	08/03/20	M-F 630-7p	CM	630-7pm	MTWTF--	:30	4	\$540.00	P4	8.40	NM	5	\$2,700.00
Channels : KSNK,KSNG,KSNN,KSNN															
M-F 630-7p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/27/20	08/02/20	- TWTF--					4	\$540.00		8.40			
Week:		08/03/20	08/09/20	M-----					1	\$540.00		8.40			
N 6	Multi	07/28/20	08/03/20	LN M-F	CM	10-10:35pm	MTWTF--	:30	4	\$540.00	P4	3.50	NM	5	\$2,700.00
Channels : KSNK,KSNG,KSNN,KSNN															
KSN News at Ten Mon-Fri															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/27/20	08/02/20	- TWTF--					4	\$540.00		3.50			
Week:		08/03/20	08/09/20	M-----					1	\$540.00		3.50			
N 7	Multi	07/28/20	08/02/20	Sa 5-530p	CM	5-530p	-----S-	:30	1	\$180.00	P3	3.70	NM	1	\$180.00
Channels : KSNK,KSNG,KSNN,KSNN															
Sa 5-530p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/27/20	08/02/20	-----S-					1	\$180.00		3.70			
N 8	Multi	07/28/20	08/02/20	Sat KSN News at Six	CM	6-630pm	-----S-	:30	1	\$234.00	P4	4.50	NM	1	\$234.00
Channels : KSNK,KSNG,KSNN,KSNN															
Sat KSN News at Six															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/27/20	08/02/20	-----S-					1	\$234.00		4.50			
N 9	Multi	07/28/20	08/02/20	Sa 630-7p	CM	630-7pm	-----S-	:30	1	\$270.00	P4	5.30	NM	1	\$270.00
Channels : KSNK,KSNG,KSNN,KSNN															
Sa 630-7p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/27/20	08/02/20	-----S-					1	\$270.00		5.30			
N 10	Multi	07/28/20	08/02/20	Sun KSN News at Five	CM	Sun KSN News at	-----S	:30	1	\$180.00	P4	4.40	NM	1	\$180.00
Channels : KSNK,KSNG,KSNN,KSNN															
Sun KSN News at Five															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/27/20	08/02/20	-----S					1	\$180.00		4.40			
N 11	Multi	07/28/20	08/02/20	Su 1035-1105p	CM	1035p-1105p	-----S	:30	1	\$135.00	P4	2.00	NM	1	\$135.00
Channels : KSNK,KSNG,KSNN,KSNN															
Su 1035-1105p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/27/20	08/02/20	-----S					1	\$135.00		2.00			









125 West 55th St  
New York, NY 10019

<b>Contract #</b> 26900536	<b>Changes as of:</b> 4/9/2020 at 4:25 PM	<b>Version:</b> Highlighting Revision 1
<b>CPE:</b> //2962	<b>Flight:</b> 7/28/20 - 8/3/20	<b>Station:</b> KSNW
<b>Agency:</b> TARGET ENTERPRISES 15260 VENTURA BLVD SUITE 1240 SHERMAN OAKS CA 91403	<b>Advertiser:</b> CLUB FOR GROWTH ACTION	<b>Market:</b> Wichita
	<b>Product:</b> Club For Growth Action	<b>Office:</b> LOS ANGELES
<b>Agency Order #:</b>	<b>Service:</b> Nielsen	<b>Total Spots:</b> 35
<b>Buyer:</b> DEDE JEFFERY	<b>Primary Demo:</b> Adults 55+	<b>Total CPP:</b> \$69.72
<b>Salesperson:</b> DEVON SCOTT 323-966-5049	<b>Assistant:</b> CAROLINA DELGADO 323-966-5063	<b>Total GRP:</b> 174.4
<b>Separation:</b>		

#	Day/Time	DP	Program	Rate	A55P Rating	Len	7/28 - 8/3		Total Spots	Total \$	CPP*	GRP*
							7/28	8/3				
1	Tu-F 4p-4:30p		JEOPARDY	\$180.00	3.3	30	4	0		\$720.00	\$54.55	13.2
2	M 4p-4:30p		JEOPARDY	\$180.00	3.3	30	0	1		\$180.00	\$54.55	3.3
3	Tu-F 4:30p-5p		JEOPARDY	\$252.00	4.6	30	4	0		\$1,008.00	\$54.78	18.4
4	M 4:30p-5p		JEOPARDY	\$252.00	4.6	30	0	1		\$252.00	\$54.78	4.6
5	Tu-F 5p-5:30p		KSNW NEWS @5P	\$315.00	5.1	30	4	0		\$1,260.00	\$61.76	20.4
6	M 5p-5:30p		KSNW NEWS @5P	\$315.00	5.1	30	0	1		\$315.00	\$61.76	5.1
7	Tu-F 6p-6:30p		KSNW NEWS @6P	\$405.00	6.0	30	4	0		\$1,620.00	\$67.50	24.0
8	M 6p-6:30p		KSNW NEWS @6P	\$405.00	6.0	30	0	1		\$405.00	\$67.50	6.0
9	Tu-F 6:30p-7p		WHEEL OF FORTUNE	\$540.00	8.4	30	4	0		\$2,160.00	\$64.29	33.6
10	M 6:30p-7p		WHEEL OF FORTUNE	\$540.00	8.4	30	0	1		\$540.00	\$64.29	8.4
11	Tu-F 10p-10:35p		KSNW NEWS 10P	\$540.00	3.5	30	4	0		\$2,160.00	\$154.29	14.0
12	M 10p-10:35p		KSNW NEWS 10P	\$540.00	3.5	30	0	1		\$540.00	\$154.29	3.5
13	Sa 5p-5:30p		JEOPARDY	\$180.00	3.7	30	1	0		\$180.00	\$48.65	3.7
14	Sa 6p-6:30p		KNS NEWS	\$234.00	4.5	30	1	0		\$234.00	\$52.00	4.5
15	Sa 6:30p-7p		WHEEL OF FORTUNE	\$270.00	5.3	30	1	0		\$270.00	\$50.94	5.3
16	Su 5p-5:30p		KSN NEWS	\$180.00	4.4	30	1	0		\$180.00	\$40.91	4.4
17	Su 10:35p-11:05p		GOOD DAY KANSAS	\$135.00	2.0	30	1	0		\$135.00	\$67.50	2.0
<b>TOTALS:</b>							<b>29</b>	<b>6</b>	<b>35</b>	<b>\$12,159.00</b>	<b>\$69.72</b>	<b>174.4</b>





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<b>Salesperson:</b> DEVON SCOTT 323-966-5049	<b>Assistant:</b> CAROLINA DELGADO 323-966-5063	<b>Total GRP:</b> 174.4
<b>Separation:</b>		

<b>Special Instructions</b>	
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Order Level Comments		
Date/Time	Added by	Comment
04/09/20 4:25 PM	System	Automatically Applied

Competitive Information	
<b>Market Budget:</b>	<b>\$31,997</b>
<b>KSNW Share:</b>	<b>38%</b>
<b>Comment:</b>	<b>ESTIMATED SHARES</b>
<b>Unknown:</b>	<b>62%</b>

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	35	\$12,159.00	\$69.72	174.4
<b>Total</b>	<b>100%</b>	<b>35</b>	<b>\$12,159.00</b>	<b>\$69.72</b>	<b>174.4</b>

Monthly Summary		
Month	Spots	Dollars
2020-Aug	35	\$12,159.00
<b>Total</b>	<b>35</b>	<b>\$12,159.00</b>

Transaction History									
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment	
Revision	4/9/20 4:25 PM	CAROLINA DELGADO	Confirmed			\$0	\$12,159.00	Changes: Competitive Market Budget from \$37,997 to \$31,997.	
New	4/9/20 1:06 PM	CAROLINA DELGADO	New	35		\$12,159.00	\$12,159.00		

<b>Non-Discrimination Policy</b>	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.
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